THE DMC NEWSLETTER
DE LOREAN CLUB INTERNATIONAL

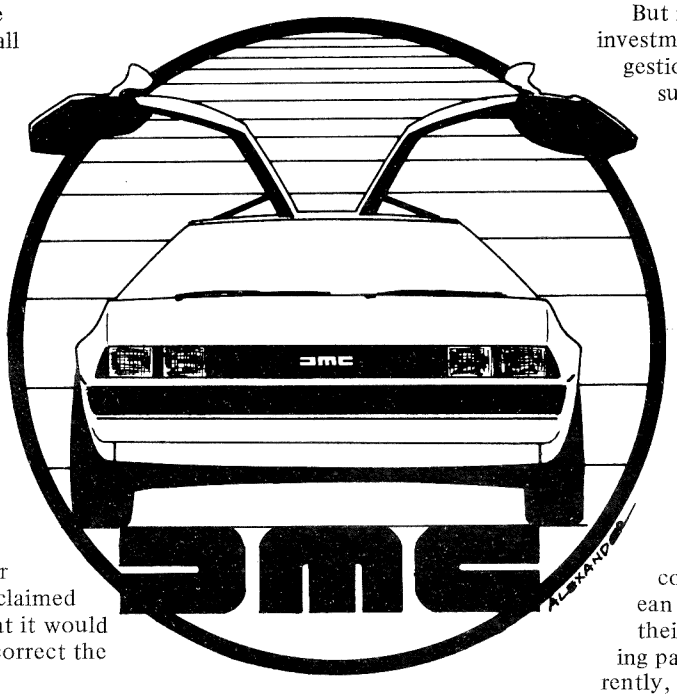
Vol. 1 No. 6 November/December 1981

OFF THE WIRE... NEWS FROM DMC

Recalls . . . Late in November, the news wire services reported the recall of all of the approximately 2,000 DeLorean luxury cars sold in the United State, in order to correct a potential safety hazard.

The company announced the recall, saying a nut that secures the car's lower ball joint and stabilizer bar might vibrate loose. However, DeLorean officials said they knew of no accident caused by the problem. Company spokesman Mike Knepper said the problem would be fixed at no cost to the owners.

Local dealers responded to our queries by explaining that owners should set up an appointment with their dealer's service department for a quick servicing. One serviceman claimed that it was a chance in a million that it would be a problem, but they wanted to correct the possibility.



Lock, stock and sports car . . . "New Issues", a Ft. Lauderdale, Florida newsletter for investors, finds DeLorean Motors stock to be a risky purchase – at least for non-owners.

"This is a classic example of 'go public or go broke' ... (DeLorean Motors) presently survives only through the indulgence of its bankers and the government of troubled Northern Ireland," they warn in a recent issue.

DeLorean Motors stock offering has been scaled back from 2.25 million shares to 1 million units of one share of stock and one warrant each.

But if the stock proved to be an unwise investment, the newsletter had a better suggestion for sports car buffs who want to support the dream of John Z. DeLorean: "Buy a DeLorean sports car and buy some stock, too." They reasoned that if the company makes it, so will your stock; if the company fails, your car will instantly become a collector's item, and greatly rise in value to offset your $25,000 investment.

"Either way," the newsletter goes on to say, "you'll own a cute little car."

Paint and Turbos . . . While the stainless-steel splendor of the DeLorean coupe makes a striking impression, we suspected that DeLorean in living color wasn't long in coming. Sources say that the DeLorean Motor Company is working with their dealers and DuPont towards offering painted versions at the dealer level. Currently, a couple of painted DeLoreans – one red and one black – are said to be under evaluation at the company's West Coast office, along with a variety of tape-stripe treatments. [For an idea of what a painted model might look like, see the December 1981 issue of *Motor Trend* (page 72) for a visually exciting simulation].

On the turbocharger front, insiders are saying a DeLorean twin-turbo prototype, built by Legend Industries of Fiat Spider Turbo fame, has recorded 0-60 figures under six seconds and showed a top end of 160 mph working at 5-7 lbs. boost – the level production models will most likely operate at. There are worries, however, about the strength of the PRV V6 bottom end.

graphic design by Theodore Alexander

the
DMC
Newsletter

DE LOREAN CLUB INTERNATIONAL

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All business correspondence should be addressed to: DeLorean Club International (DCI), P.O. Box 93, Mercer Island, Washington 98040, USA.

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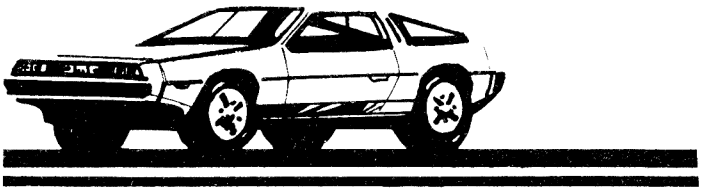


PUBLISHER'S COMMENTS

CLUB FOR SALE

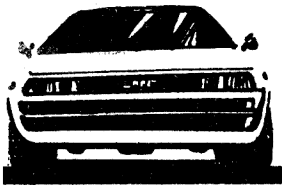
With this issue, the De Lorean Club International will pass into its second year . . . one full year behind us. The response has been very good for a first year club. We now have over 150 members, and I think that number could quadruple if we were to publish our phone number throughout our ads and in our newsletter. However, we do not, so the growth is at a steady pace.

With the advent of difficulties the De Lorean Motor Company is experiencing, a strong club network becomes all the more necessary and desirable. Much more time is required to more fully develop DCI – more time than we have to devote to it. This is largely due to the fact that our Maserati club, which I have been operating for the last 7½ years, is on the verge of doubling or tripling with the debut of the new Maserati BiTurbo that I'm sure most of you have read about in the motoring press. Maserati has only averaged 600 cars per year for the last 20 years; now, in 1982 and 1983, they will be making close to 7,000 cars per year. As you can see, we will be very, very busy.

It is because of this increase in Maserati activity that we are unable to properly devote the time that is necessary to achieve the kind of prestigious club that De Lorean deserves; therefore, we are offering the club for sale. Preferably the buyer would be an enthusiast with a good business background who can take over what we have started and expand it beyond a thousand members. We will hand over to you a mailing list with all the members and a complete manual on how to operate the club. It is definitely a fun and rewarding experience, meeting and corresponding with people who share your same interest. It's something that can be done out of the home with a minimum of start-up costs.

Those of you who may be interested, please contact me at: DCI, P.O. Box 93, Mercer Island, Washington 98040. Or phone me direct: (206) 232-3956.

Francis G. Mandarano
Publisher



LETTERS

DeLorean analysis

I am currently seeking information about the DMC; and I consider you to be a valuable source. I would appreciate it if you could send me a copy of your old newsletters since the beginning of the club's formation. These will provide me with the background necessary to do the marketing analysis I am attempting to complete by late November for my class at the University of Tampa.

I propose to perform a study and analysis of the present marketing strategy behind the DMC, and recommend changes or directions I believe would be most advantageous for the success of the automobile manufacturer. Since the car is new on the market, a limited amount of secondary data is available, with the bulk of information about the DMC being available in auto enthusiasts magazines. I will attempt to develop an overall marketing strategy I believe the automobile manufacturer should follow. I intend to send a copy of this report to John Z. De Lorean in hope of aiding or confirming his current marketing strategy.

My personal interest in DMC extends from my roots in Detroit ('Motor City'), my mechanical engineering background and my genuine love of cars.

I thank you very much for your cooperation. I will be glad to send you a copy of my final report.

James R. Verkler
Tampa, FL

local chapters

Please forward any literature and an application for membership in the DeLorean Club.

As an owner of a DeLorean car, I am quite interested in sharing driving experiences, both pleasurable and frustrating, with other owners of this vehicle. If the Club is eventually going to form local chapters, I would be interested in taking an active roll in my area.

Jay S. Hergott
Chicago, IL

All letters that are signed and addressed will be considered for publication.

PUBLIC TV

FEATURES DE LOREAN

It's not surprising that DMC was the recent subject of a public TV broadcast. Attention by the press has always been strong -- attracted as they are perhaps by the pioneering spirit of DeLorean and the first new American car company in 50 years. Recently, WGBH-TV in Boston turned its cameras toward the young company and aired a half-hour documentary on public television's 'Enterprise' series.

Eric Severeid was the narrator, lending his professional standing to the project. "When you start from scratch, everything is untested -- therefore, everything can go wrong," he speculated.

The show pointed out the large stakes involved and where the money for the $1¼-billion venture originated: $4 million of John DeLorean's own investment, $40 million from U.S. investors and $106 million from the British government for the factory's location in work-hungry Northern Ireland. DeLorean and the Brits have subsequently had a rocky relationship, with growing criticisms from the British news media and government on the factory's finances. Charges were made of an alleged 10 million Pound deficit and DMC's inability to make employee wages. John DeLorean replies sharply to the investigations by the Brits – " Most of the information comes from uninformed M.P.s who are afraid to visit Belfast, much less visit our factory."

Interviews with Mr. DeLorean were static at times, revealing at others. When asked about his relations with his former employers, General Motors, the replies were sharp and witty:

Q: "If GM wanted to, could they terminate your operation?"

A: "I think in about 7-8 minutes, if they wanted to."

The car itself was labeled "ultra modern, tech sophisticated," as they followed it to auto shows and interviewed dealers (who seemed quite pleased with the market success).

The cameras were turned on to tape a meeting of the Board of Directors; showing a demanding Chairman of the Board who doesn't mince words – a man very much in power.

The production schedule was eight months behind at the time of the filming. The eventual production projection is 80 cars daily.

DeLorean talked briefly of a second DMC model, perhaps a sedan. "We cannot support this kind of overhead with just one car . . . it's a matter of pure survival."

Premature as it may be, the final comments on the show represented DMC as an economically-healthy company. While John is saying "You don't do it for the money – you do it because you love it," the narrator rather ironically intones figures on a projected $240 million gross income, with half the profits going to John himself.

STORING YOUR CAR

Tips on preparing for a winter's hibernation

by Susan Evans
DCI Staff

As weatherproof as the stainless-steel exterior of the De Lorean may be, with three feet of snow outside your door and subzero temperatures you may be persuaded to tuck your new car under a nice warm blanket for a winter's hibernation. Before you do, however, set aside some time (halftime from football broadcasts, perhaps) to do the job right. Putting a car into storage for extended periods requires proper preparation if you want it to be as sprightly when you drive it again in the spring as it was when you put it away. The following recommendations are methods preferred by restoration shop owners, museum directors, radiator experts, tire manufacturers and factory owner's handbooks.

Put on your coveralls and start by running the engine up to normal operating temperatures in order to change the engine oil and oil filter. While the car is on the rack, give it a lube job to force dirt and moisture out of the grease points.

For longer periods of up to six months, change the transmission and final drive lubricants. For storage over six months, you'll need to change the brake fluid to remove moisture and contaminants in the lines, master cylinder and wheel cylinders.

Drain the fuel tank and run the system dry. You will still have fuel in the carburetor and fuel pumps, so remove the tops of these units and use a lint-free rag to dab out the residual gas. Here, the standard factory recommendations are to refill the tank with 5 litres of diesel, manually cranking the engine to fill the fuel lines.

The sparkplugs should be removed in order to dribble a couple tablespoons of light oil (or antioxidizer oil) into each cylinder. Turn the engine over several times with the starter motor and replace the plugs.

Battery care is also relative to the length of storage. For 2-4 months inactivity, remove and clean the battery, give it a full charge and store in a cool (65° F), dry place. For 6 months storage or longer, you should use the battery on your 'every day' car or give it away – it's best to purchase a new one when you're ready to drive the DMC again.

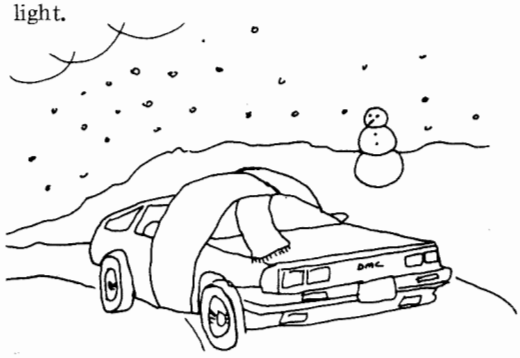
Although some hands suggest draining the cooling system altogether, the usual recommended method is to drain, flush and refill the system with the correct antifreeze solution and distilled water. You might also opt for adding an antifreeze extender, such as Nalcool 2000, which will neutralize any buildup of acids.

Clean the exterior with a light detergent. A polish kit is available from your De Lorean dealer or directly from the company. Rolls Royce manuals advise cleaning the chrome and applying a coat of petroleum jelly (they are a fussy lot, aren't they?) – or motor oil will do in a pinch.

Clean the interior and apply antimoth powder to wool carpeting. A dressing on the leather parts is a meticulous touch – use saddle soap.

In damp climates, a desiccant such as silica gel or calcium chloride may be left in the car to discourage the growth of mildew – and windows should be opened enough to allow cross-circulation of air, but not so much so it permits the entry of rodents. And if you're thinking of traps or poisons in the car for protection, *don't*. Their effectiveness will leave you with a total reupholstery job when the interior is ruined by a decaying specimen – it's happened.

You're now ready to bed the beauty down, selecting a dry, ventilated area. The car should be jacked up onto blocks or axle stands that are placed under suspension members – not the frame. Clean the tires, inflate to normal pressure and store them on their sides. Cover the tires and keep them safe from both moisture and sunlight.



Back In Commission

When the snow thaws, the crocus are in bloom and a fine Sunday morning prompts a springtime cruise, allow ample time to put the above tasks in reverse motion. Check the tire pressure before replacing the wheels, and lower the car from its support. Replace the battery and check the level of coolants, brake fluid and motor oil. Remove the sparkplugs and add a small amount of oil to each cylinder; crank the motor to insure lubrication and prevent hydraulic lock, and replace the plugs. Remove the distributor cap and squirt a few drops of motor oil on the felt pad under the rotor. If accessible, lubricate the advance mechanism beneath the point plate. Avoid over-oiling these areas.

Drain the diesel if it was added, put some fuel in the tank and start her up (ahh, haven't you missed that sound?) Check all the warning lights and gauges. Now you can take it for a short, slow (patience, patience) test drive and check the brakes. When it's been sufficiently warmed up, change the oil and filter again -- a seemingly extravagant chore, but necessary. Grease the car again and check the transmission and final-drive fluid levels.

You've been good to your car, and it will be good to you by providing another season of driving enjoyment.

NEWS & PEOPLE

Northern California DeLorean Car Club

We have been interested to read of a San Francisco owners' club that has been getting some press. We certainly welcome all enthusiasm and attention to the DeLorean, although we were a little chagrined that they were being pegged as "the nation's first DeLorean owners' club" – *(AutoWeek)*. We responded with a letter to the editor to make them aware of our existence. After all, D.C.I. has been advertising in *AutoWeek* since its inception in December, 1980.

Officially known as the DeLorean Car Club of Northern California, it was organized by Gene Daly, an investment counselor in Woodside, Calif.

Last December, 19 members gathered for their first meeting and dinner, and the event was recorded by the San Francisco Chronicle. All members were delighted with the turnout and were planning future events. Said Daly, "Can you imagine 20 of these cars cruising down to Monterey or through the Napa Valley in formation? It'll look like 2001!"

Coming Events

More on Long Beach Grand Prix:

A special package for DeLorean owners who would like to attend the Long Beach Grand Prix is now available.

The 2-day reserved seating reservation will *possibly* include a tour of the DeLorean facility in Irvine, Calif. For $75-100 per person, you would also have a ticket to the Friday concert, parking and luncheon on Saturday and Sunday. If interested contact:

Andy Weiss
340 The Village, 114
Redondo Beach, CA 90277
(213) 374-8622

Long Beach Grand Prix Concours d'Elegance, Saturday, March 27th, Long Beach, Calif.
John R. Queen, Chairman - (213) 436-0706

Les Mans - Paris - June 16-23

This is the 76th year for this historic Grand Prix race. At least one travel agency is putting together a package, but reservations must be made soon due to limited space. Cost is $1399 per person (double occupancy) for air fare, accommodations and many special prices. Contact: Park Avenue Travel, 104 Park Avenue South, Winter Park, FL 32789, (305) 645-2020.

December 1981

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CAPT. JOHN N. RIZZI
Camp LeJeune, NC

WILFRIDO TOLENTINO
Glenshaw, PA

HENRI VAN RYN, Jr.
Sarasota, FL

DEALER LOCATIONS

The DeLorean Motor Company has released their official dealer location list. Every state, except Alaska, show dealers (none for Canada).

If you would like a copy for your area, please send us $2 for copying and mailing costs, and we will send the information for your state by return mail.

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